

REMARKS

In the Office Action, the Examiner noted that claims 1-24 are pending in the application; with claims 2, 5, 8 and 12-15 withdrawn from consideration. Claim 22 is objected to; and claims 1, 3, 4, 6, 7, 9-11 and 16-24 are rejected. By this amendment, claims 23 and 24 have been cancelled and claims 1, 11, 17 and 22 have been amended. Thus, claims 1, 3, 4, 6, 7, 9-11 and 16-22 remain pending in this application.

Reconsideration is requested.

Claim Objections

Claim 22 is objected to because on line 1, "C5" should read "Cs". Appropriate correction has been made to claim 22.

Rejections Under 35 U.S.C. §103

Claims 1, 3, 4, 6, 7, 9-11, and 16-24 are rejected under 35 U.S.C. §103(a) as being unpatentable over Murad, et al. (U.S. Patent No. 6,526,389), and further in view of McDonough, et al. (U.S. Patent No. 6,115,693).

Claim 1, as amended, recites: A customer profiling apparatus for conducting customer telephone behavior pattern analysis on telephone call records including telephone call data, comprising: processing circuitry operative to process customer telephone call records; a data warehouse coupled with the processing circuitry and configured to store the processed customer telephone call records; an OnLine Analytical Processing (OLAP) based scalable profiling engine communicating with the data warehouse and operative to build and update customer behavior profiles by mining the customer telephone call records that flow into the data warehouse; and at least one computer program, performed by the profiling engine, and operative to define behavior profiles defined at least in part by probability distributions, using data from the telephone call records, as data cubes and derive similarity measures on patterns extracted from the behavior profiles; wherein the behavior profiles are provided as two input calling pattern cubes, C₁ and C₂, and a similarity cube, C_s, is an output of a comparison between C₁ and C₂, wherein the similarity cube, C_s, represents a pair

of corresponding sub-cubes of C_1 and C_2 , and wherein C_1 and C_2 are count-cubes, a sub-cube is treated as a bag, and cell-wise comparison results are summarized based on bag overlap.

The Murad et al. reference fails to teach or suggest "...wherein C_1 and C_2 are count-cubes, a sub-cube is treated as a bag, and cell-wise comparison results are summarized based on bag overlap".

Still further, the McDonough reference also fails to teach or suggest the summarizing of cell-wise comparison results based on bag overlap.

With reference to Murad, et al. and McDonough, neither teach nor suggest the use of "'count-cubes', where a sub-cube is treated as a bag, and cell-wise comparison results are summarized based on bag overlap".

Independent claims 11 and 17 have been amended in a manner similar to the amended claim 1.

Based upon amendment to independent claims 1, 11 and 17, the present claims are believed to be allowable over the art of record. Accordingly, action to that end and withdrawal of these rejections is respectfully requested.

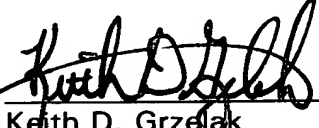
CONCLUSION

For all the reasons advanced above, Applicant respectfully submits that the application is in condition for allowance, and action to that end is respectfully requested. If the Examiner's next anticipated action is to be anything other than a Notice of Allowance, the undersigned respectfully requests a telephone interview before issuance of any such subsequent action.

Respectfully submitted,

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